

Title (en)  
REAL-WORLD CONVERSION TRACKING SYSTEM

Title (de)  
UMWANDLUNGSVERFOLGUNGSSYSTEM IN EINER REALEN WELT

Title (fr)  
SYSTÈME DE SUIVI DE CONVERSION DU MONDE RÉEL

Publication  
**EP 3542341 A4 20200506 (EN)**

Application  
**EP 17872743 A 20171121**

Priority  
• US 201662424836 P 20161121  
• US 2017062764 W 20171121

Abstract (en)  
[origin: WO2018094386A1] Methods are provided for accomplishing computer-implemented methods of real-world conversion tracking. The methods include providing an electronic commerce advertisement for at least one product, receiving impression identification information and user identification information for the user, storing the impression identification information and the user identification information in a database, receiving an indication that the at least one product has been purchased by a purchaser at a physical store, identifying purchaser identification information associated with the purchase and received from the purchaser at the physical store, comparing the purchaser identification information for the purchaser with the user identification information for the user to determine whether the purchaser and the user identify a same person, and accordingly providing an indication of whether electronic commerce advertisement for the at least one product was viewed by the user prior to the user purchasing the at least one product in the physical store.

IPC 8 full level  
**G06Q 30/02** (2012.01)

CPC (source: EP US)  
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• No further relevant documents disclosed  
• See references of WO 2018094386A1

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